



ABSTRACT OF THE DISCLOSURE

5 This invention is a system in combination of a POS  
system for managing data on goods purchased at a store in  
which a terminal of a sales management system is set and  
data on the demographics of customers who have made a  
purchase, an image forming system capable of printing out  
a sheet of paper arranged on which are guidance information  
including a map indicating a route to the place of a  
10 advertiser selected by an information selector,  
advertisement information on the advertiser and  
information on specials such as coupons, and a statistical  
data processor, for the advertiser to provide customers  
with detailed information that matches the demand of the  
15 customers for larger advertising efficiency. This  
combination proposes a guidance information providing  
system using a statistical processing function of a POS  
system as much as possible in combination of the POS system  
as a sales management system and an MFP as a multi-  
20 functional image retrieving and forming apparatus.

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